

The Long-Term Vision

City of Alexandria
Department of Planning and Zoning

A Vision for the Arlandria Neighborhood

Background and Issues

At the first workshop, the Committee reviewed the work of the Safeway/Datatel Task Force – The following were the key Goals and Objectives and Statements/Principles identified for the neighborhood from the earlier Task Force.

Safeway/Datatel Task Force Goals and Objectives

- *Create a neighborhood focus and identity*
 - *a unique place*
 - *a pedestrian environment*
 - *a complex that provides a focus for the surrounding areas*
- *Revitalize the neighborhood*
- *Create a mixed-use, higher density Neighborhood Center as opposed to the auto-oriented development that is prevalent in the area*
 - *a unique place*
 - *a pedestrian environment*
- *Promote economically viable new development to support the retail neighborhood*
- *Maintain the character of the surrounding residential neighborhoods*
 - *Maintain the affordable housing stock*
- *Enhance the infrastructure and manage the traffic flow*

Safeway/Datatel Task Force Statements/Principles

- *The neighborhood is unique and desirable because of its economic and cultural diversity*
- *The pedestrian deserves an elevated position to preserve the neighborhood*
- *Any new development should be economically viable*
- *Traffic should be managed for a safe environment*
- *Housing needs to be affordable for all citizens*
- *Infrastructure is a shared responsibility of both public and private interests*
- *Uses should be mixed, in order to create a day and night environment.*
- *Any redevelopment should build on the existing strengths of the area*
- *Open space and recreation are very important ingredients in any new development.*
- *Existing neighborhoods should be maintained and stabilized.*
- *The Upper Potomac West area should have an identity of its own - and a name?*

A Vision for the Arlandria Neighborhood

Background and Issues

The Committee brainstormed the issues facing the neighborhood and the following is a summary of identified concerns, and questions to be answered during the visioning process.

Land Use

- Too many check cashing facilities
- VA Power site is dead space

What are the desired/ appropriate uses?

Commercial/ Streetscape

- Improve the overall appearance
- Create an entrance or gateway into the neighborhood
- Enhance the pedestrian environment
 - Lighting, trees, street furniture, graphics

What is the desired character?

Residential

- Improve the quality of life - adequate parking, open space, safety, building quality, maintenance

What long term approaches should supplement the short-term actions?

Cultural

- Capitalize upon the diversity of cultures
- Create public education
- Establish celebrations of culture

What types of programs should be undertaken?

Parking

- Interim solutions for increased parking

Where/What are the opportunities?

Pedestrian

- Improve intersections for pedestrian safety
- Provide pedestrian crossings
- Provide pedestrian access from residential neighborhoods

Where/How?

Traffic

- Balance the need for neighborhood access with reality of through traffic
- Capitalize on thru-traffic as potential customers
- Manage thru-traffic on W. Glebe Road

Where/What?

Open Space

- Provide better access/visibility to the hidden asset of Four Mile Run
- Identify and/or develop new community spaces

Define the function/type and accessibility to community open spaces?

Neighborhood Operations

- Common business promotions
- Common business hours
- Lighting and signage consistency
- Neighborhood identification as a cohesive shopping environment
- Cultural education

How should the community be organized for success?

Background and Issues

In preparation for the Committee to participate in a “hands-on” planning session, the Staff prepared an analysis of the neighborhood and basic data for the consideration of the Committee. The following is a summary of the information presented to the Committee.

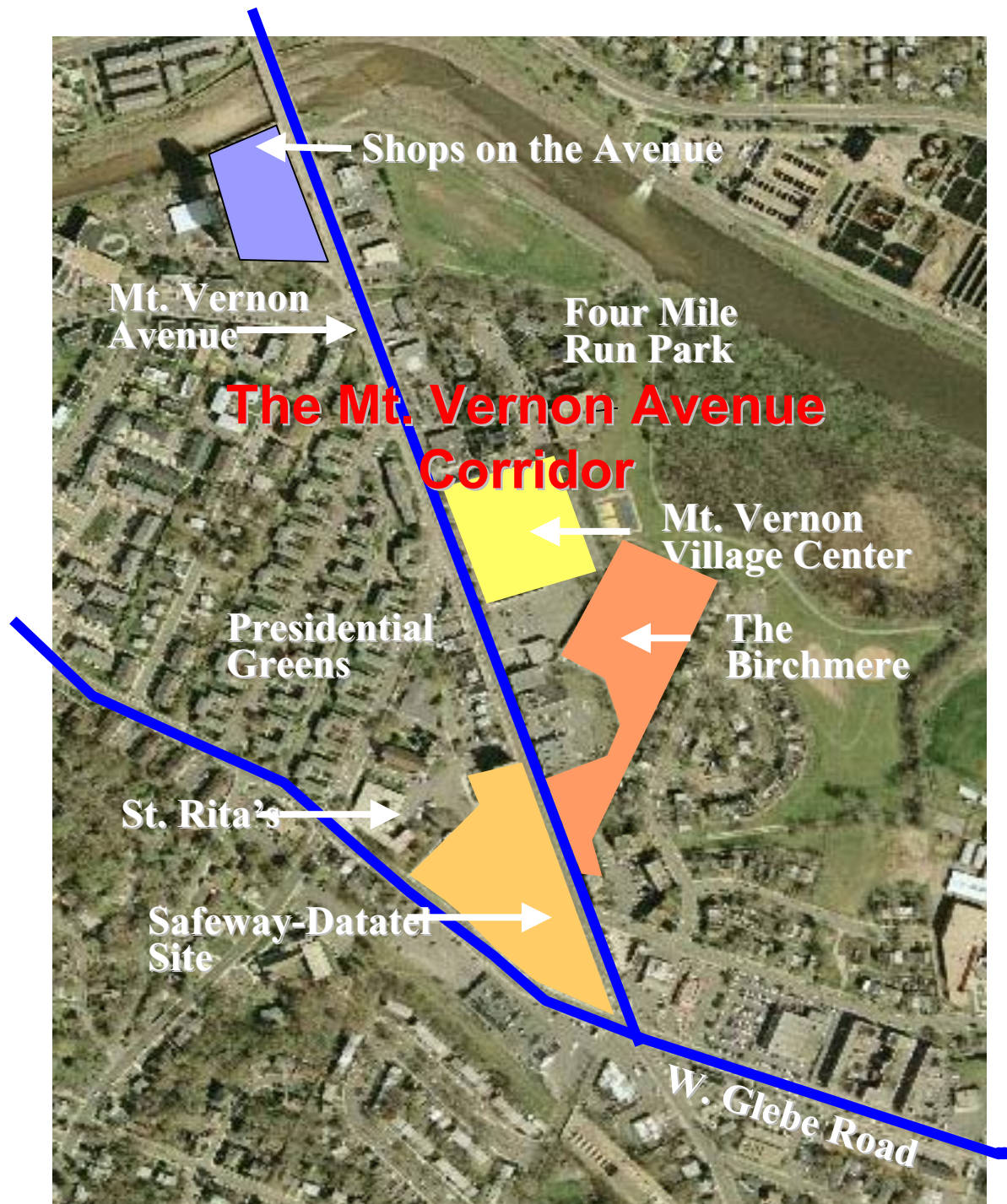
Local Economic Factors

- *The neighborhood is in its initial phase of revitalization*
- *The neighborhood has an increasingly affluent residential population*
 - Average household income within 1/2 mile of the site appears to be \$70,000/year and \$80,000/year within 1 mile
 - National average of \$60,000/year.
 - 25,000 people within 1 mile of the site with average household incomes of \$80,000/year.
- *Major new residential projects recently developed in the vicinity of the site:*
 - Lincoln Properties - 588 units, Avalon Bay - 950+ units
- *A Lincoln Properties/Avalon Bay resident can support 10-20 SF of retail; therefore, could support 60,000 SF +/- of new retail*
- *The City of Alexandria retail market is typically “under-served” (national average \$600/SF, some stores in Alexandria doing \$1200/SF)*
- *There is developer interest in the local area as reflected in recent projects*
 - Lincoln Properties, Abramson, Dwoskin, Mt. Vernon Village Center, Presidential Greens
- *The neighborhood has been constrained over time by a series of physical and economic factors:*
 - the floodplain, Route 1 and the Potomac Yard development, access and traffic congestion
- *Potomac Yard serves a regional market*
 - PY has become over crowded; lacks convenience for the local neighborhood
 - PY is sterile, lacks the character, interest and personal service that a local serving retail complex could offer
- *There are only three sites within a half mile radius that could support a 60,000 square foot center*
 - Safeway/Datatel, Mt. Vernon Village Center/the Birchmere and the Virginia Power site on W. Glebe Road
 - Safeway/Datatel offers superior access
- *There are only 2,000 people within 1/4 of a mile which rules out an exclusively walk-to retail center.*
- *The neighborhood has the potential to draw from other areas, examples are the Birchmere and RT's restaurant.*

Background and Issues

Aerial photograph of the Mt. Vernon Avenue portion of the Study Area.

Planning Context



Urban vs. Suburban Retail

The Safeway/Datatel Task Force and the Committee expressed the strong desire to restore the traditional pedestrian retail environment along Mt. Vernon Avenue. The following are diagrams that explain the difference between a traditional or urban pedestrian retail pattern and the automobile dominated suburban pattern.

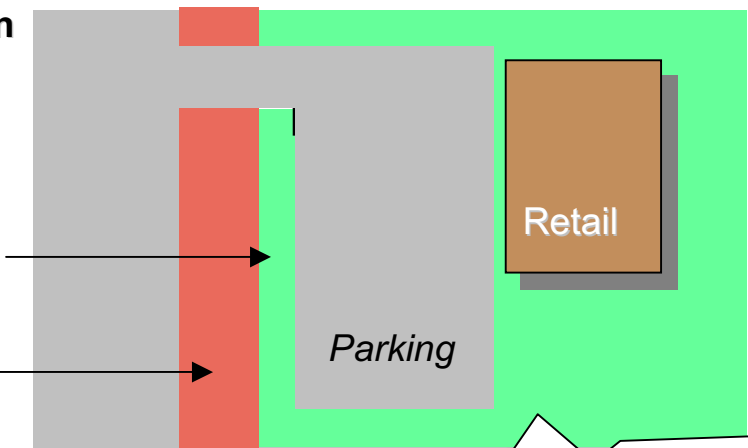
Comparison of the Pedestrian Oriented Retail (Urban Pattern) and Auto Oriented Retail (Suburban Pattern)

Typical Suburban Pattern Auto Dominated

*Streetscape dominated
by the automobile*

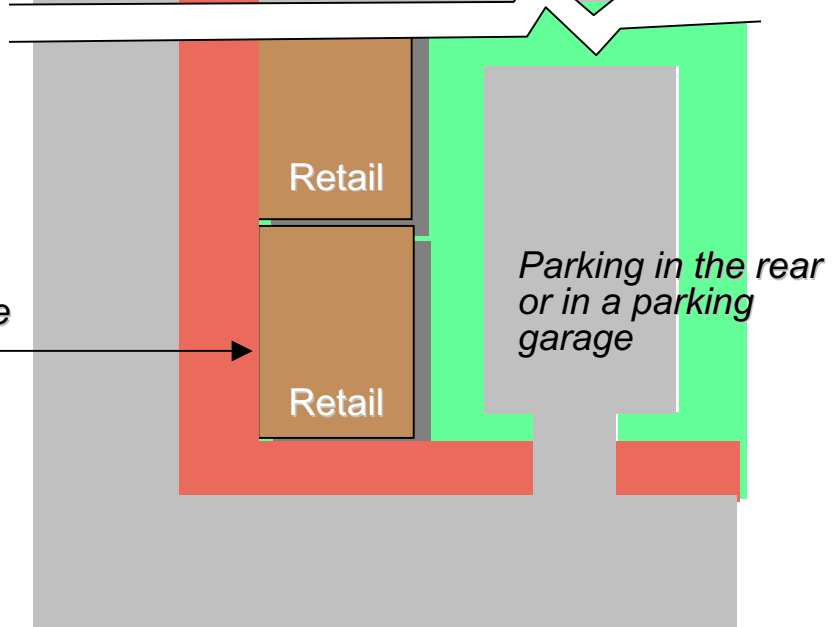
*Sidewalk separated from
the retail*

Sidewalk



Typical Urban Pattern Pedestrian Dominated

*Direct interaction between
the pedestrian way and the
storefront*



A Vision for the Arlandria Neighborhood

Urban vs. Suburban Retail

An analysis of Mt. Vernon Avenue was undertaken to determine the areas where the retail is automobile oriented or pedestrian oriented. Below is the analysis of Lower Mt. Vernon Avenue

Auto Oriented v. Pedestrian Oriented (Lower Mt. Vernon Avenue)



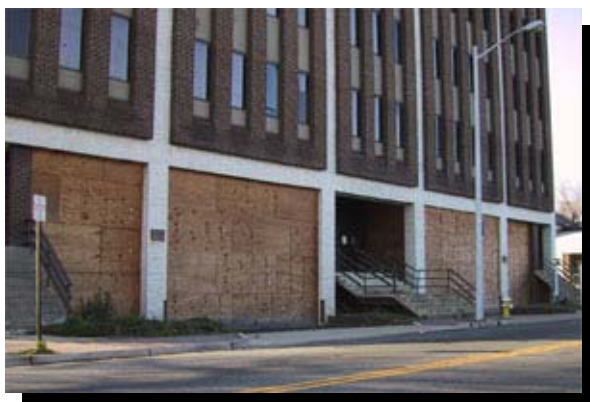
Pedestrian Retail



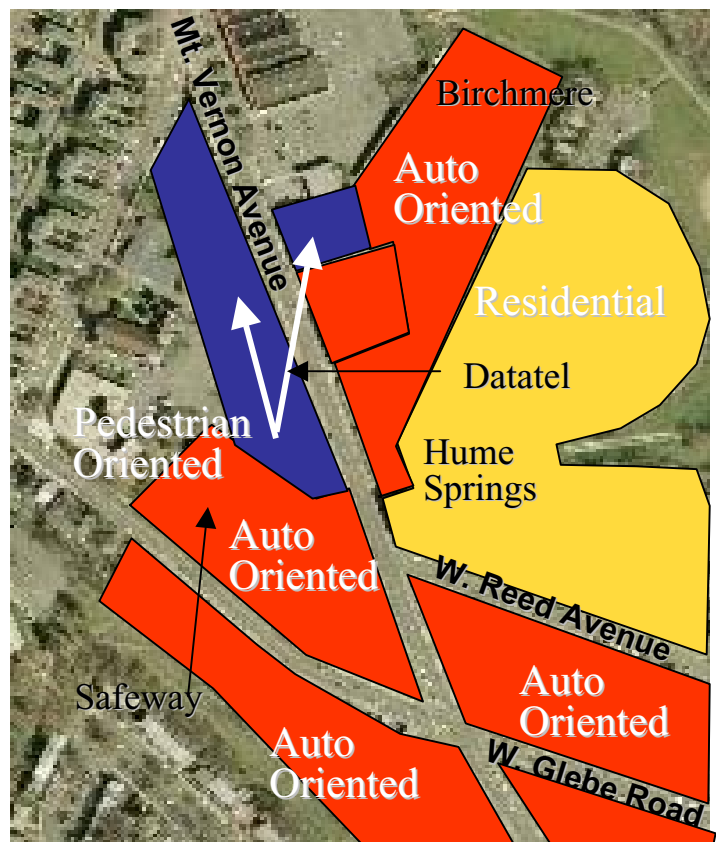
Residential frontage



Not quite Pedestrian Retail



Definitely Not Pedestrian Retail



Lower Mt. Vernon Avenue

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Urban vs. Suburban Retail

The analysis of the retail pattern on Upper Mt. Vernon Avenue is shown below.

Auto Oriented v. Pedestrian Oriented (Upper Mt. Vernon Avenue)



Automobile Retail



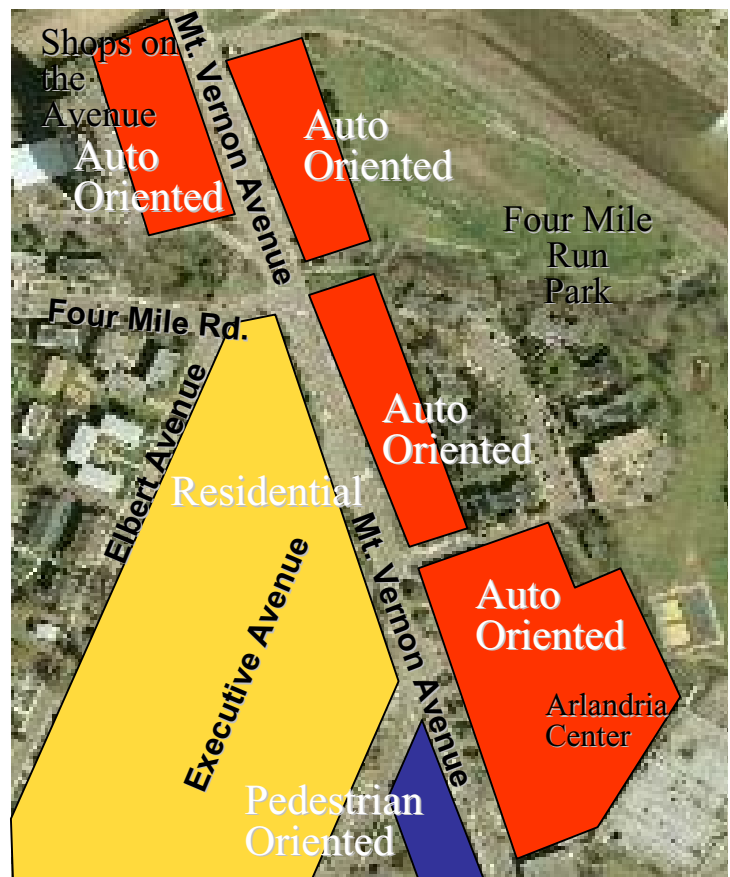
Automobile Retail



Pedestrian Retail



Residential Frontage



Upper Mt. Vernon Avenue

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Neighborhood Analysis

The following is a summary of the major items that will shape the future of the Mt. Vernon Avenue corridor.

Retail Pattern

The length of Mt. Vernon Avenue from the intersection with W. Glebe Road northward to the bridge over Four Mile Run is in excess of one-half mile. The optimum distance for a positive pedestrian experience is 1000' to 1500' or one-quarter of a mile. The length of Upper Mt. Vernon Avenue is, therefore, too long to create a viable continuous retail experience.

It appears that the concept developed during the Safeway/Datatel planning of creating an "anchor" with the Safeway/Datatel development on the south and the Mt. Vernon Village Center on the north is a viable concept. The 1250' between the two centers could be redeveloped with a typical urban retail pattern.

The Neighborhood Analysis Diagram summarizes the existing location of the automobile and pedestrian oriented retail.

Note that the intersection of W. Glebe Road and Mt. Vernon Avenue is dominated by automobile uses.

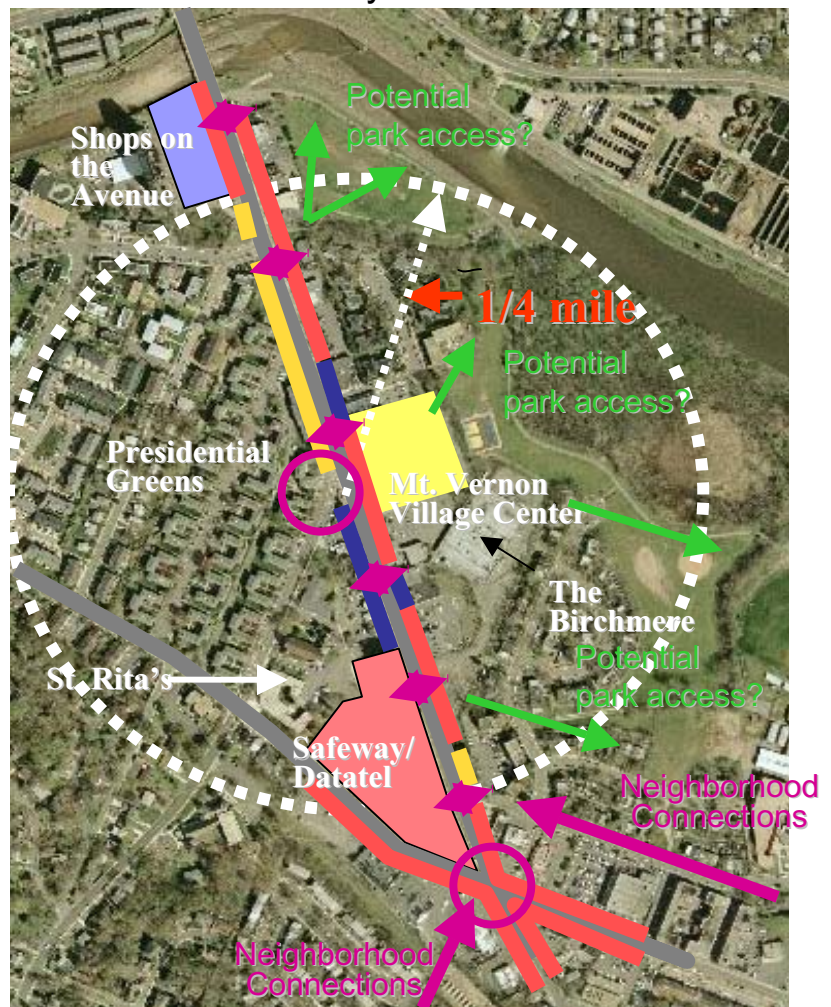
Circulation

Bringing pedestrians from the neighborhood to the Avenue is important, as is enhancing the pedestrian experience while on the Avenue. The diagram indicates the need to improve

the intersections of W. Glebe Road and Mt. Vernon Avenue and Russell Road with Mt. Vernon Avenue. Additional cross walks are also indicated.

Park Access

Four Mile Run Park is a hidden asset. The community and the Department of Recreation, Parks and Cultural Activities Department cited the need to explore alternatives to "open" the park to provide more visibility, better access and a higher level of security.



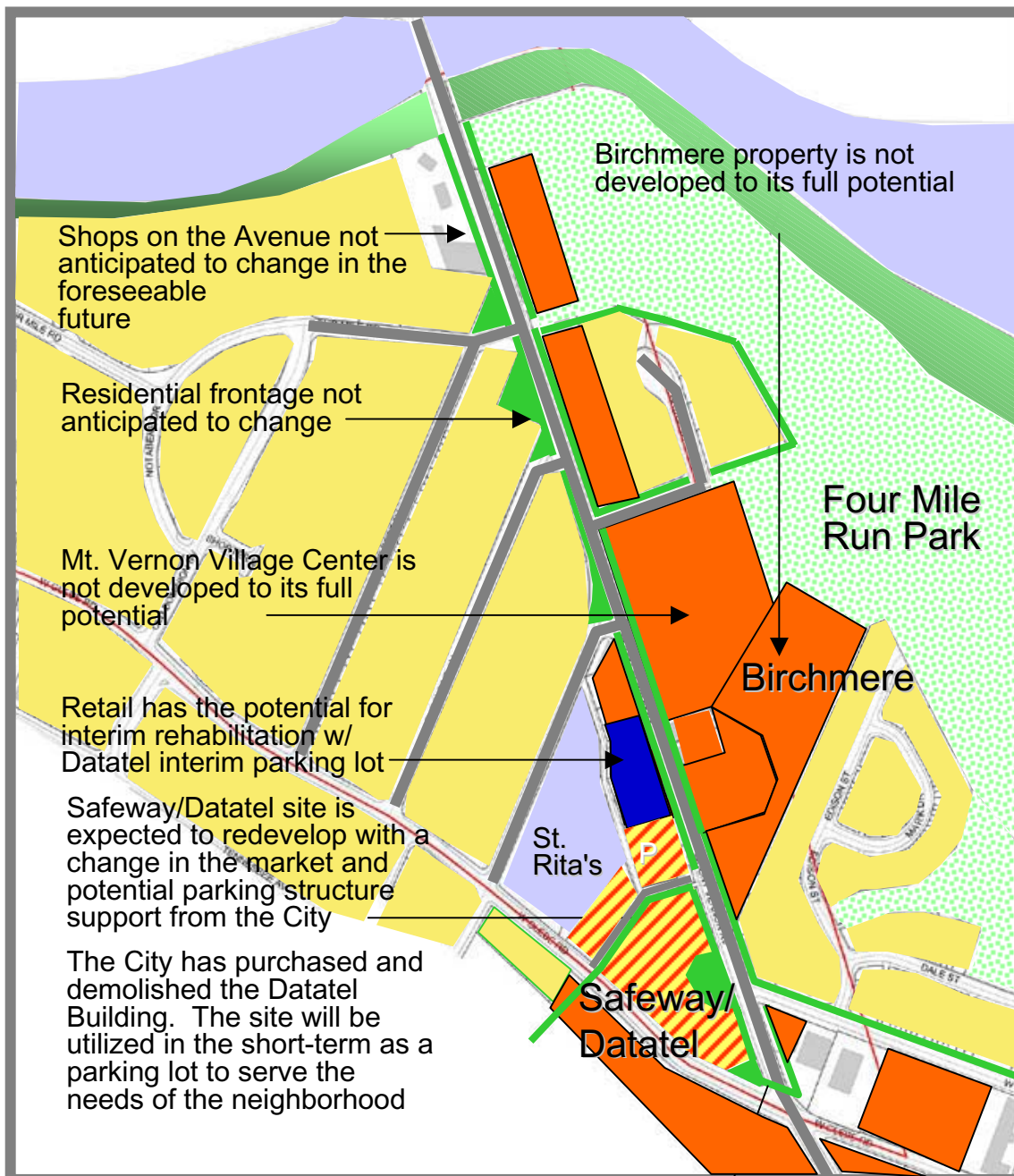
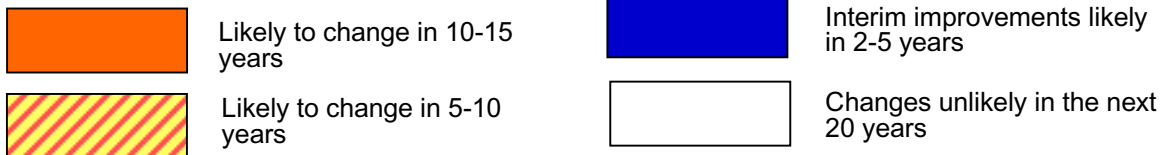
Neighborhood Analysis Diagram

A Vision for the Arlandria Neighborhood

Neighborhood Analysis

The neighborhood was analyzed for the propensity to change, or those areas of the neighborhood that are more likely than others to change over time

Propensity to Change



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Neighborhood Analysis

The staff explored opportunities for enhancing the access to Four Mile Run Park and opening up the park to all of the neighborhood.

Park Access

Access Point 1

The community indicated that the access point and the small parking area at the north end of Mt. Vernon Avenue was not highly used except for the users of the soccer field. It was suggested that this part of the park should be “opened up,” and that perhaps as adjacent properties became available that they could be acquired to provide a better window into the park.

Access Point 2

The existing pedestrian access just north of the 24 Express store could be widened to provide automobile access.

Access Point 3

The access at the end of Bruce Street is probably most appropriate for a pedestrian access.

Access Point 4

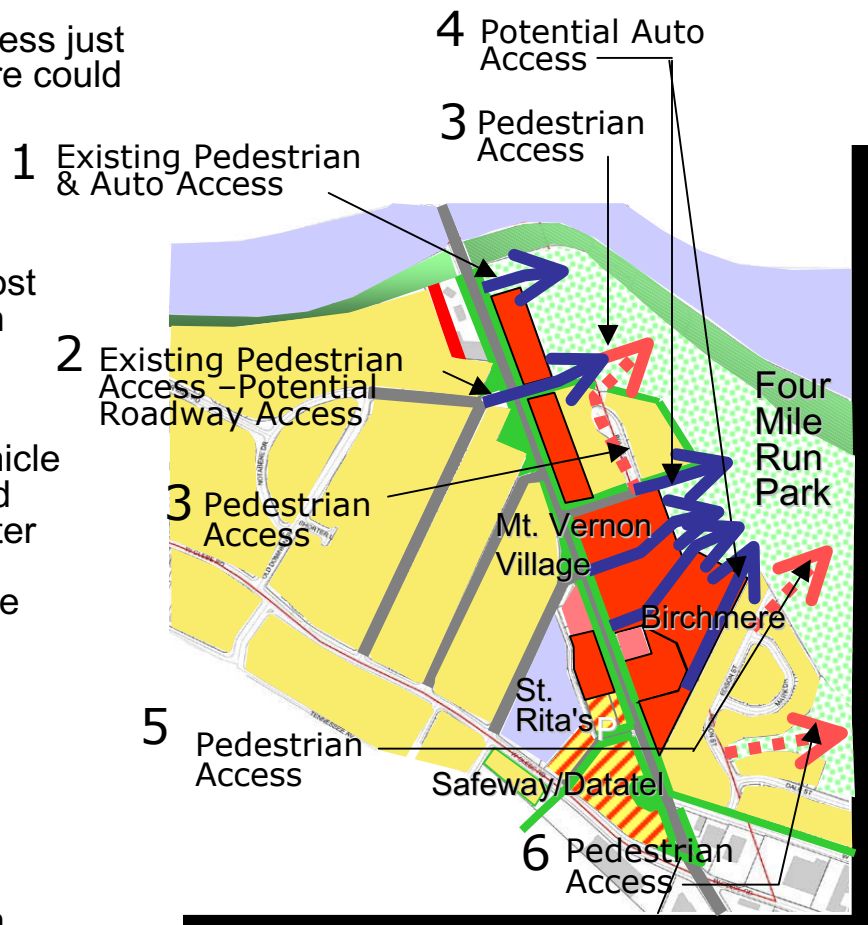
There are four potential vehicle access points in and around the Mt. Vernon Village Center and the Birchmere. These access roads could enhance the development of these properties while providing enhanced park access.

Access Point 5

The access point through Hume Springs on Edison Street is probably most appropriate for a pedestrian access.

Access Point 6

This access point includes an area planned for a wetland improvement project and is best maintained as a pedestrian access point.



Park Access

A Vision for the Arlandria Neighborhood

Neighborhood Analysis

Working with the Department of Recreation, Parks and Cultural Activities, staff explored optional concepts for increasing the vehicular access to the park.

Park Vehicular Access

Given the identified points of access, the following are two alternatives for connecting the access points with a continuous road way or providing cul-de-sac access points.

Alternative No. 1

This alternative provides a continuous roadway at the edge of the park linking the access roads. This roadway would open up the park and would provide security – “eyes on the park” and linear curb parking throughout the park.

Alternative No. 2

This second alternative utilizes cul-de-sacs at the end of each of the vehicular access roads. Parking could be provided at all or some of the access points.

This alternative is preferable as it minimizes impacts onto existing Park land.



Alternative 1 – Park Vehicular Access



Alternative 2 – Park Vehicular Access

A Vision for the Arlandria Neighborhood

Defining the Vision

The Committee was invited to participate in a “hands-on” planning process to explore planning concepts for consideration in the Vision for Arlandria

The Workshop Planning Process

Following the briefing by the Staff on the analysis of the neighborhood, the Committee was divided into three planning groups. Each of the groups was provided with a lecture pad, markers, an aerial photograph of the neighborhood and a plan sheet showing the property lines and building locations.

The three teams were invited to develop concepts that would define their vision for the long-term future of the neighborhood, and address the issues that were identified in the prior workshop. Most importantly, they were requested to develop concepts that capitalize upon the opportunities that are available to the neighborhood. Specifically, instructions were given to the teams to address the items to the right of this page. A summary of the output from the three teams is outlined on the following pages.



DEFINE A VISION FOR THE NEIGHBORHOOD:

- **Land Use**
 - Identify the appropriate mix of uses
 - The best place(s) for the various uses
 - The intensity of use - how much/how high?
- **Character of the Neighborhood**
 - Determine the balance of pedestrian to automobile retail
 - Identify concepts to maintain the existing retail
 - Define specific design elements, e.g. gateways
 - Sidewalk/streetscape guidelines
- **Open Space**
 - Determine how to open up and establish “eyes on the park” for security
 - How to open up and improve accessibility
- **Pedestrian Improvements**
 - Sidewalk/intersection improvements
 - Access to the neighborhood
 - Crossing points
- **Parking**
 - Opportunities for shared parking
 - New parking

Defining the Vision

The following is a summary of the planning concepts identified by Group 1.

Group 1 - Vision for the Neighborhood

Group 1 addressed the west end of the neighborhood (W. Glebe Road and S. Glebe Road) where they felt that a gateway to the neighborhood was important. They also indicated that a large area of this portion of the neighborhood was ripe for redevelopment.

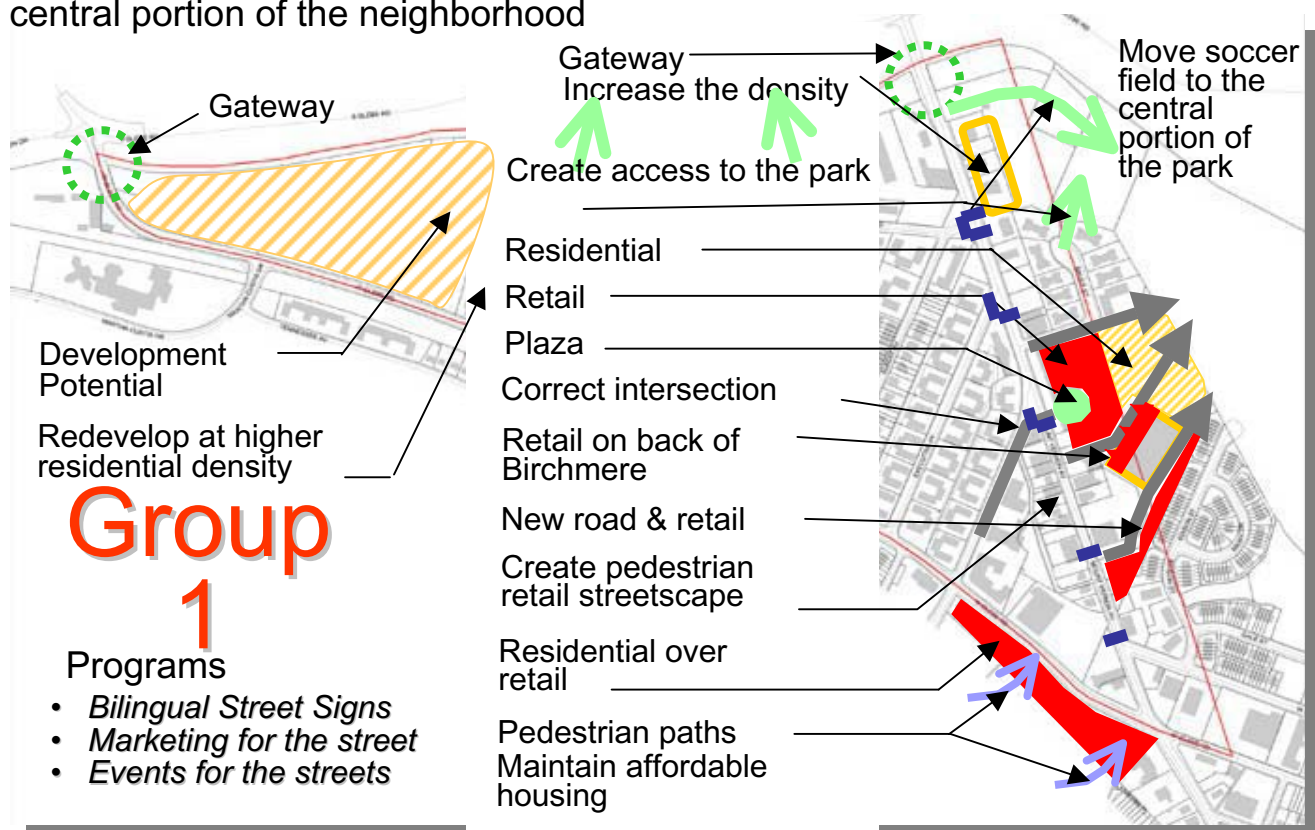
At the north end of Mt. Vernon Avenue they felt that it was also important to also have a gateway element, and that the access to and visibility of the park should be enhanced. The existing auto retail on the east side of Mt. Vernon Avenue should be redeveloped at a higher density in a pedestrian retail pattern.

The focus of Group 1 was on the central portion of the neighborhood

and the redevelopment of Mt. Vernon Village Center and the Birchmere. The concept suggests a plaza on Mt. Vernon surrounded by retail and residential development to the east, overlooking the park. A new road was suggested on the south side of the Mt. Vernon Village that would provide access to new retail located on the north side of the Birchmere.

Improvements to intersections along Mt. Vernon Avenue and new crosswalks are shown to enhance the pedestrian experience.

New residential development over retail is shown south of W. Glebe Road with enhanced access from the neighborhoods.



Defining the Vision

The following is a summary of the planning concepts identified by Group 2.

Group 2 - Vision for the Neighborhood

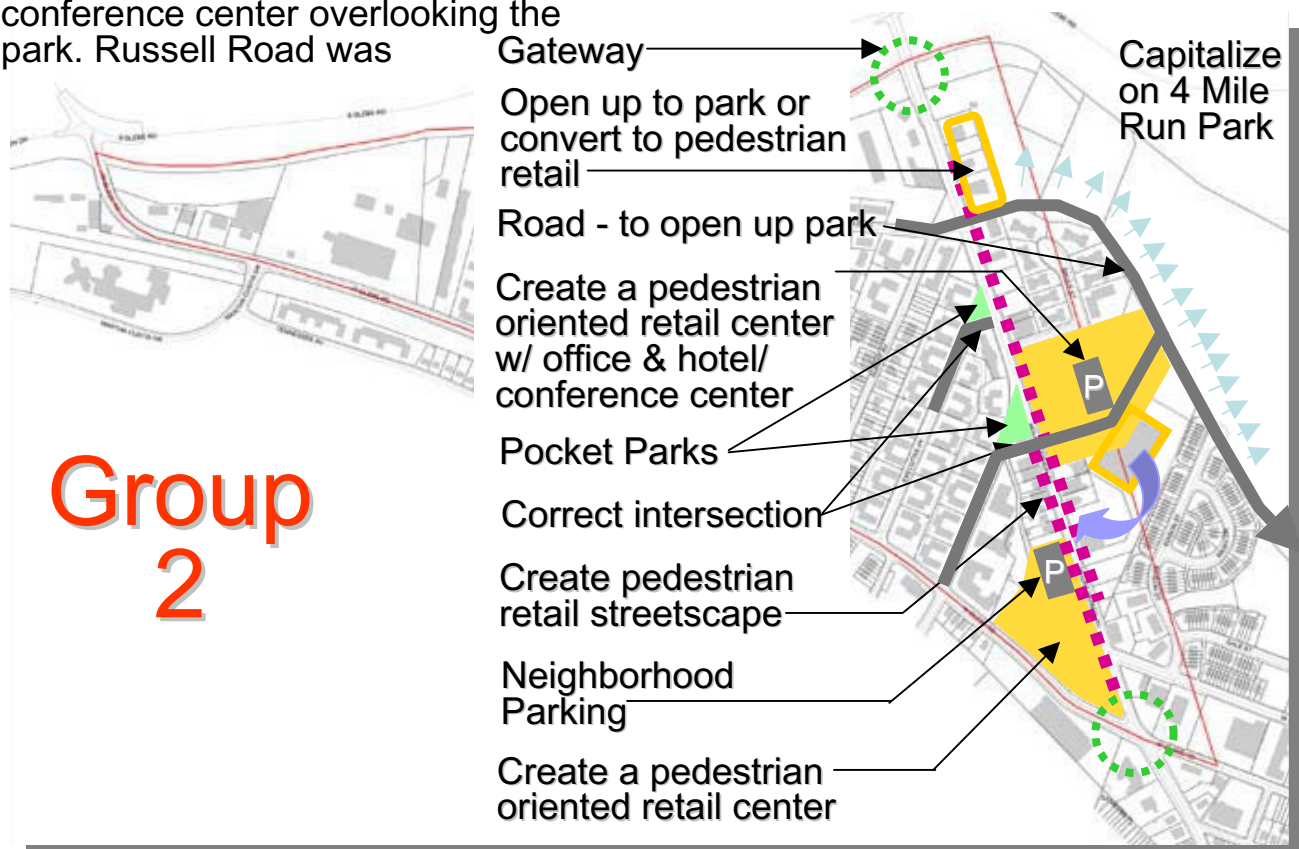
Group 2 located a gateway element at the north end of Mt. Vernon Avenue. This group felt that it was important to either open up the park to Mt. Vernon Avenue by acquiring existing retail parcels on the east side of the street, or to redevelop the retail parcels at a higher density in a pedestrian retail pattern.

Group 2 suggested that the pedestrian retail pattern should be developed on the west side of Mt. Vernon Avenue from Safeway/Datatel to Russell Road and from the Birchmere to the bridge on the east side of the Avenue. The Mt. Vernon Village Center was redeveloped into a retail center with a hotel and conference center overlooking the park. Russell Road was

extended to the east side of Mt. Vernon Avenue and out to the park. A new public garage was suggested for the Mt. Vernon Village Center area similar to the garage at Safeway/Datatel.

With the creation of the public parking garage on the east side of Mt. Vernon Avenue, it was suggested that the Birchmere property should be redeveloped with the key elements relocated so that the facility has Avenue frontage and contributes to the neighborhood activity.

Pocket parks were included with the improvement of the intersections with Russell Rd. and Executive Avenue.



Defining the Vision

The following is a summary of the planning concepts identified by Group 3.

Group 3 - Vision for the Neighborhood

Group 3 also addressed the west end of the neighborhood and recommended the creation of a gateway and green space to identify the entrance to the neighborhood and the City. A bike trail along the south side of Four Mile Run was suggested to provide access to the park.

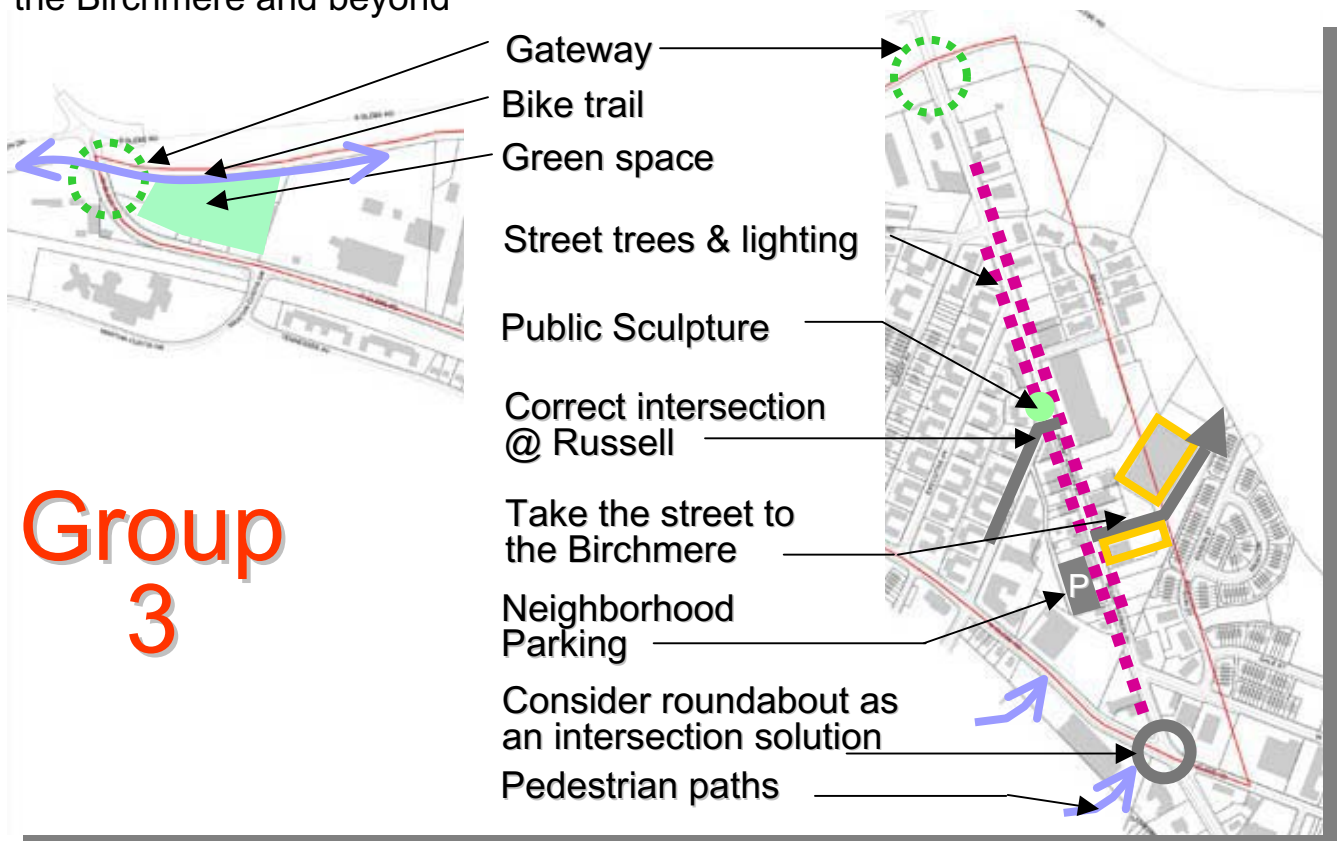
Group 3 suggested enhanced streetscape with trees and lighting along Mt. Vernon Avenue along with the correction of the intersections of the diagonal streets with the Avenue.

The group did not address the redevelopment of the Mt. Vernon Village Center, but did suggest creating a road from the Avenue to the Birchmere and beyond

to psychologically assist in bringing the Birchmere to the Avenue.

The Group supported the creation of a public neighborhood parking facility on the site of the Datatel building, and recommended the enhancement of the pedestrian access paths from the neighborhoods to the west.

Finally, the Group suggested that the City consider a roundabout as a method of solving the traffic problems at the corner of W. Glebe Road and Mt. Vernon Avenue.



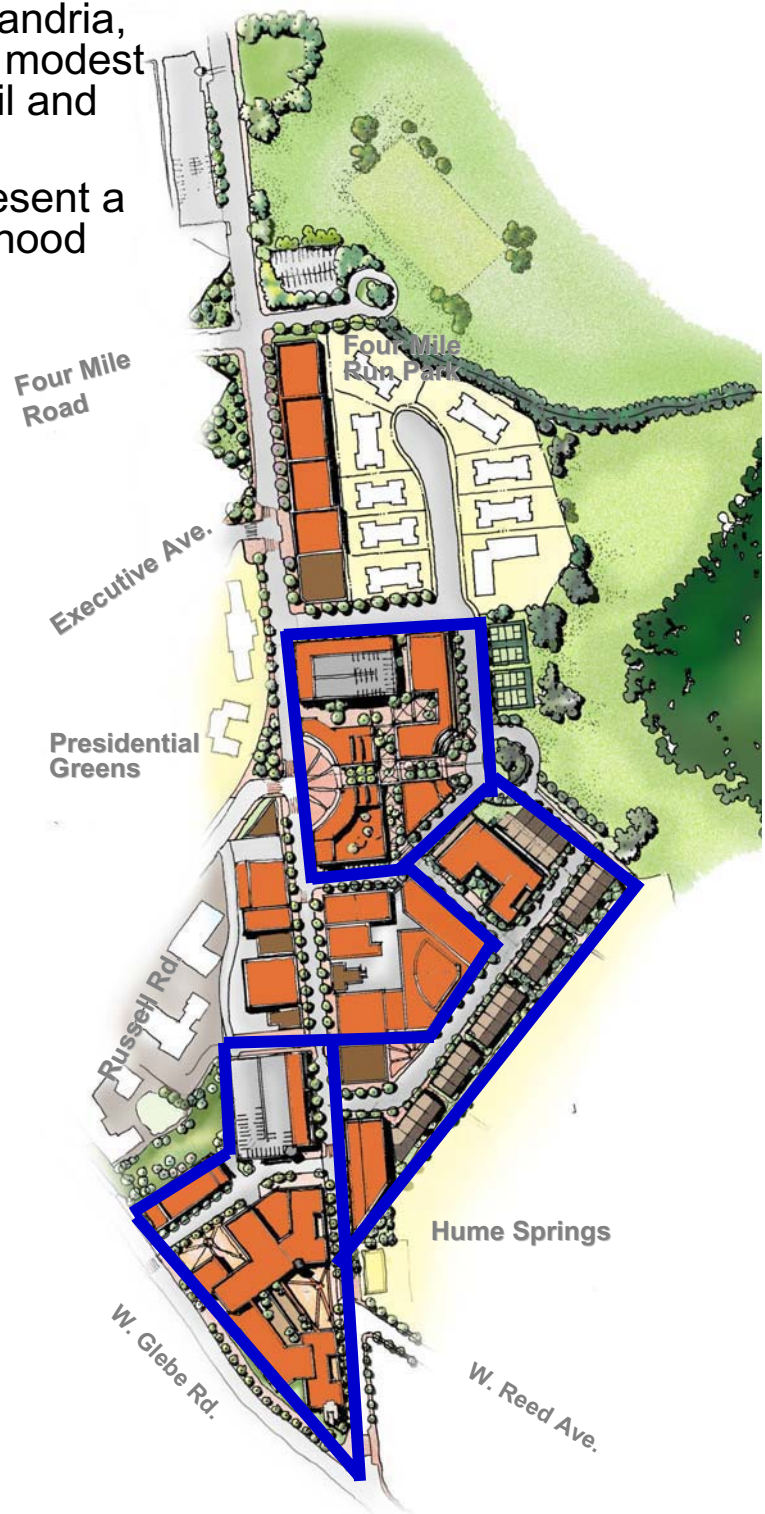
A Vision for the Arlandria Neighborhood

Defining the Vision

There are differing visions for Arlandria, from complete redevelopment to modest development with enhanced retail and neighborhood improvements.

The common elements that represent a long-term vision for the neighborhood are:

- Healthy mixed use community by capitalizing on three opportunity sites
- Active and viable commercial retail center-- both neighborhood serving and destination retail
- A transition from auto-dominated to pedestrian retail street
- Visual and physical connections to the Park
- Safer environment--traffic, walking, physical safety



A Vision for the Arlandria Neighborhood

The Illustrative Plan

The planning and design concepts outlined by the Committee in their three group concepts were consolidated into an Illustrative Plan that illustrates the long-term development potential for the neighborhood.

The Illustrative Plan outlines a future, long-term vision for the Arlandria neighborhood. The vision incorporates two major concepts identified by the community:

- Visually opening the park to the Avenue and enhancing the access to the park
- Optimizing the future development of the three major sites identified as underutilized and “opportunity sites”
 - Safeway/Datatel
 - Birchmere property
 - Mt. Vernon Village Center

The Vision maintains the strong mixed-use pattern on the Avenue with a combination of residential and commercial uses. The pedestrian environment is enhanced through an improved streetscape with wider landscaped sidewalks, new street furniture, and street graphics that provide for gateways to identify the neighborhood. The pedestrian experience is also improved through a more controlled automobile presence with new lane patterns, revisions to major intersections and new pedestrian crossings. Access to commercial uses is enhanced through new on-street parking and proposed new parking structures.

The Park is expanded to Mt. Vernon Avenue with new streets along the length of the Avenue to open the park to the neighborhood and increase the visibility and access.



Illustrative Plan

The Illustrative Plan

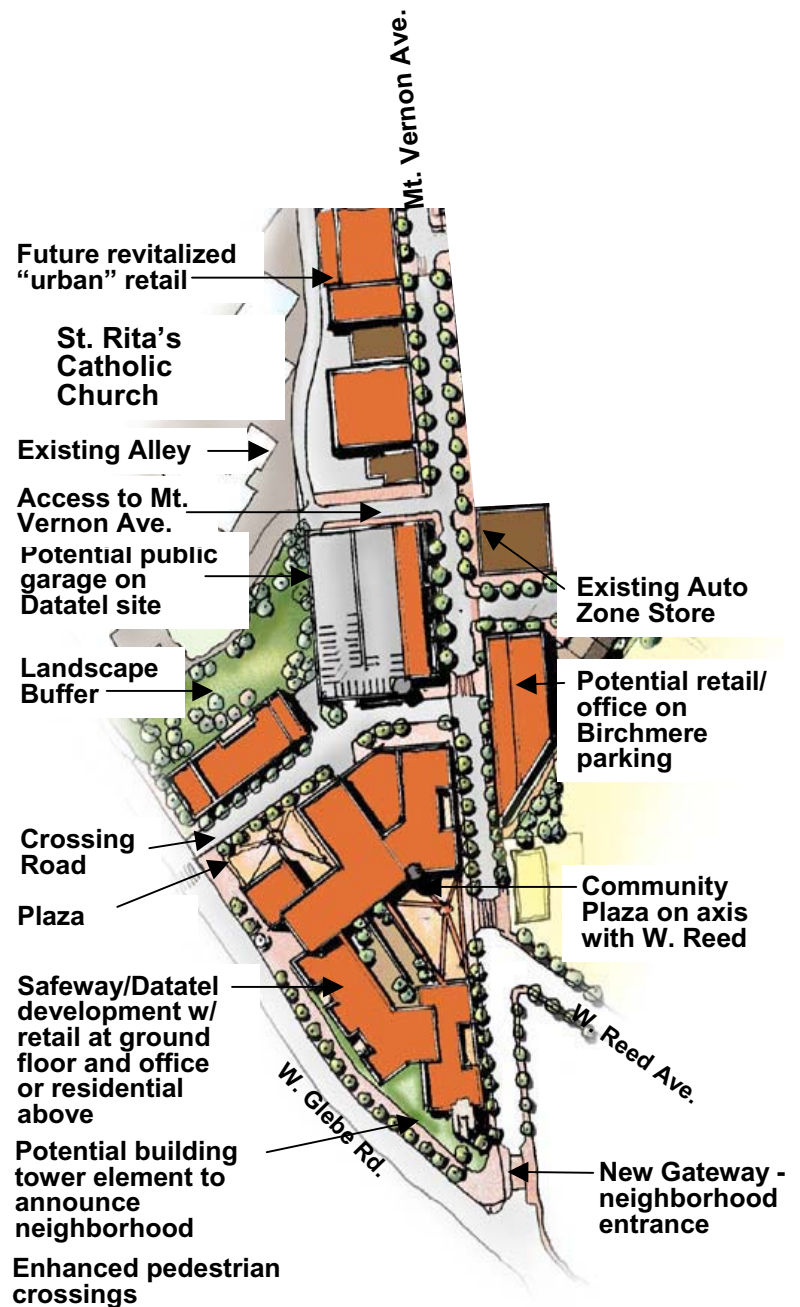
Southern Mt. Vernon Avenue

The southern entrance to the revitalized Arlandria neighborhood is announced by a new graphic and landscaped "gateway." A new mixed-use development on the west side of Mt. Vernon Avenue anchors the southern end of the neighborhood. A community plaza surrounded by retail uses is located to visually terminate the view to the west from W. Reed Avenue.

A new crossing road is located to provide access to a proposed new 400 space parking structure from both W. Glebe Road and Mt. Vernon Avenue. The crossing road also provides a pedestrian connection and access to underground parking for the new mixed-use development. A plaza is located where the crossing road intersects with W. Glebe Road to emphasize the new pedestrian route.

The new parking structure provides parking to stimulate the development and revitalization of new "urban" retail toward the north, as well as, providing the opportunity to create new retail or restaurants on the current Birchmere parking lot (where it fronts Mt. Vernon Avenue). The Auto Zone store's on-grade parking is redeveloped into additional retail as the existing parking is replaced in the public structure.

A new landscaped area provides a visual buffer between the development and St. Rita's.



**The Illustrative Plan -
Southern Mt. Vernon Avenue**

The Illustrative Plan

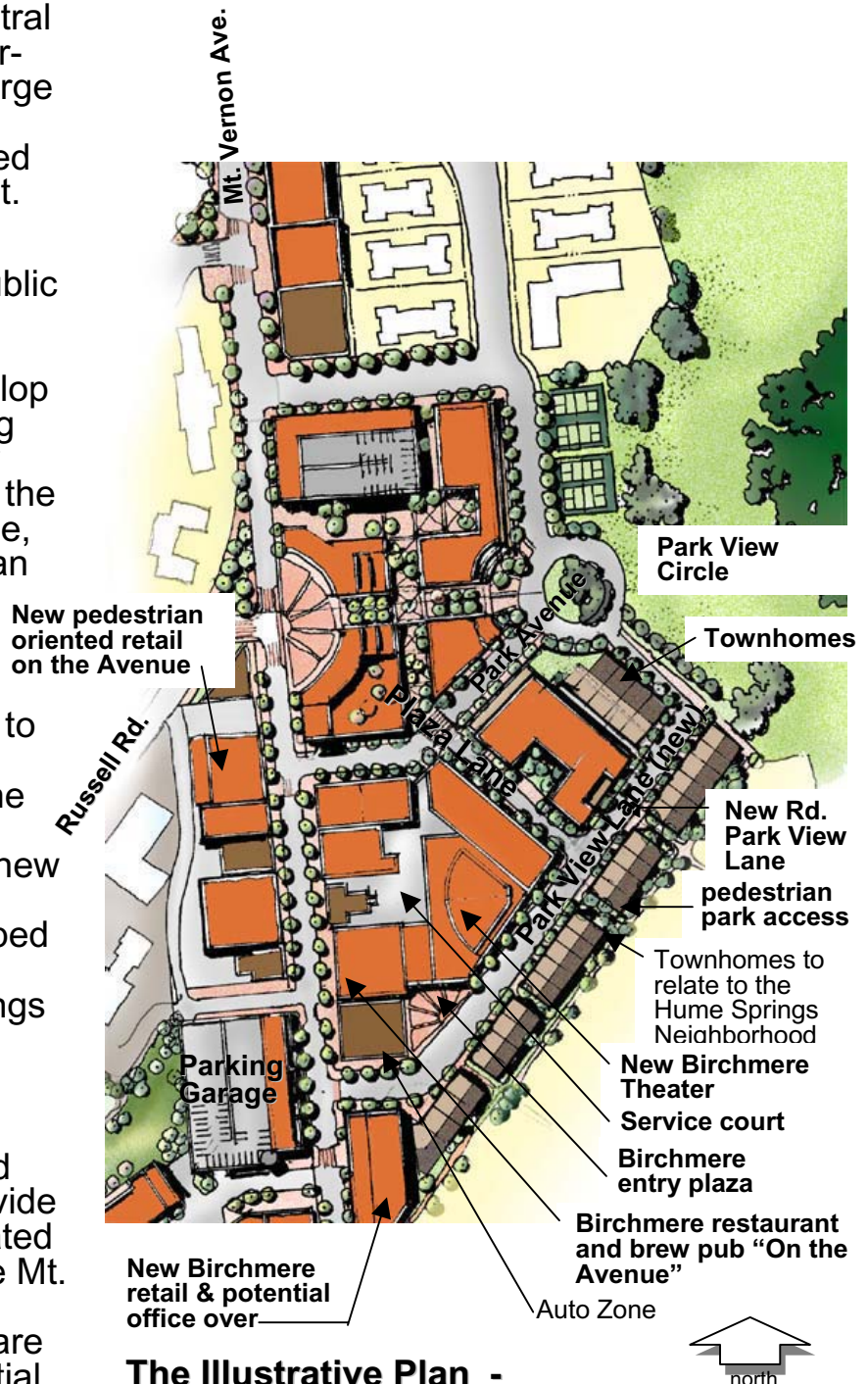
South Central Mt. Vernon Avenue

The major opportunities for revitalization of the south central area of the Arlandria neighborhood are dominated by the large underdeveloped Birchmere parcel and the underdeveloped parcels on the west side of Mt. Vernon Avenue.

With the development of a public garage in the neighborhood, there is the potential for the Birchmere property to redevelop its extensive on-grade parking lots. The primary opportunity would be the development of the lot fronting Mt. Vernon Avenue, thus providing more pedestrian oriented retail on the street.

Future potential would be to redevelop the entertainment facilities with more of a focus to the street. A new road, Park View Lane, would enhance the access to the east end of the site. On the east side of the new street, and facing the park, townhouses could be developed to provide an appropriate interface with the Hume Springs neighborhood.

A new N/S street is created (Plaza Lane) to connect Park View Lane to the redeveloped property to the north and provide frontage for new retail integrated with the redevelopment of the Mt. Vernon Village Center to the north. Above the retail level are two floors of office or residential with up to two additional stories if appropriately set back from the street. Parking for the residential is accessed from a service court.



**The Illustrative Plan -
South Central Mt. Vernon Avenue**

The Illustrative Plan

North Central Mt. Vernon Avenue

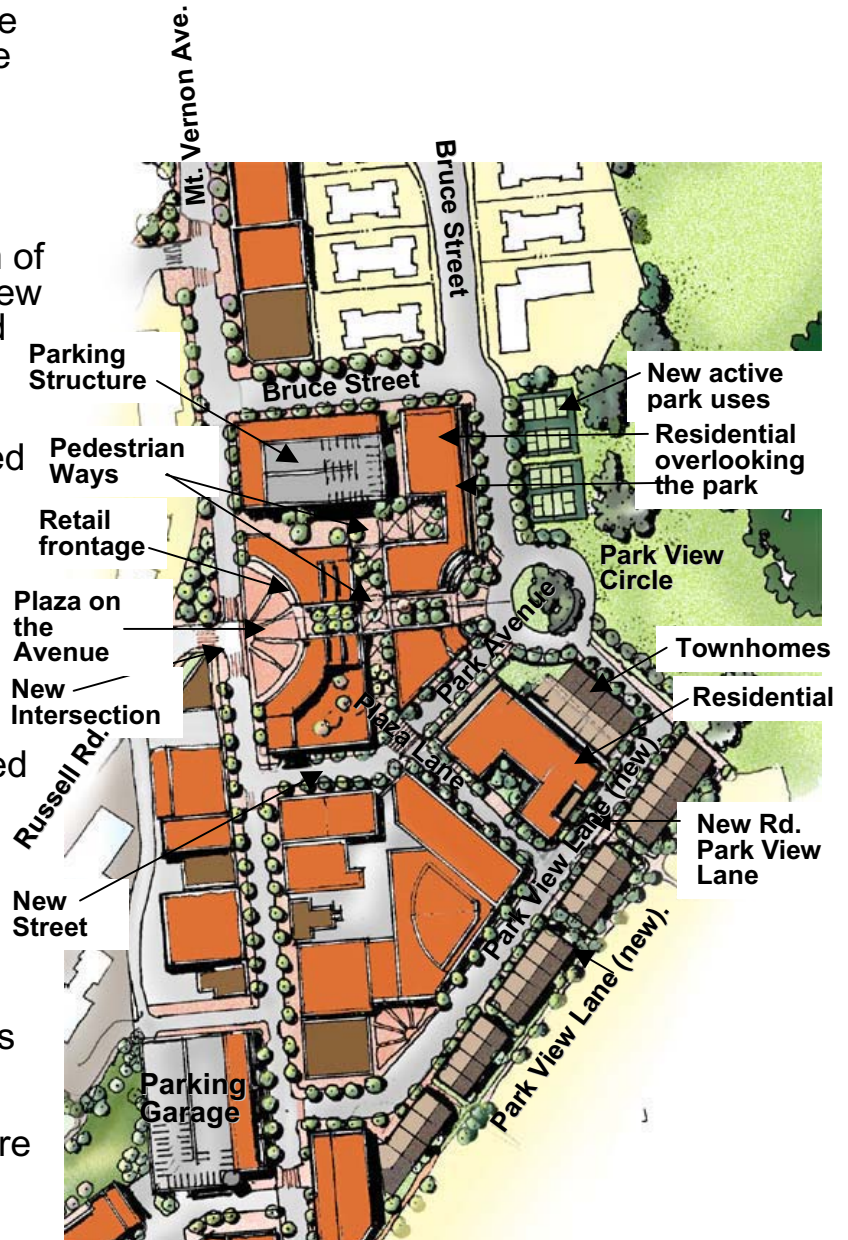
The large underutilized Mt. Vernon Village Center property is the site of a second plaza on the Avenue at the revised intersection of Russell Road and Mt. Vernon Avenue.

Retail shops front the plaza and extend eastward along a system of pedestrian ways that lead to a new roundabout and the park beyond

A new road, Park Avenue, provides access to the site and frontage for retail along enhanced pedestrian sidewalks. Park Avenue leads to the Park View Circle and new park access and visibility. From the circle a road leads north along the park and new park facilities to the intersection with Bruce Street.

A new parking structure accessed from Mt. Vernon Avenue along Bruce Street provides the major parking for the neighborhood shopping.

Retail is focused along all of the streets and pedestrian ways. Above the retail are opportunities for residential development that overlooks the neighborhood and the park. The street frontages are generally developed to three stories with retail on the ground floor and residential or office above. A fourth and fifth floor could be incorporated with appropriate setbacks. The site also lends it self to offices for associations with the potential for a small residential conference center.



**The Illustrative Plan -
North Central Mt. Vernon Avenue**



The Illustrative Plan

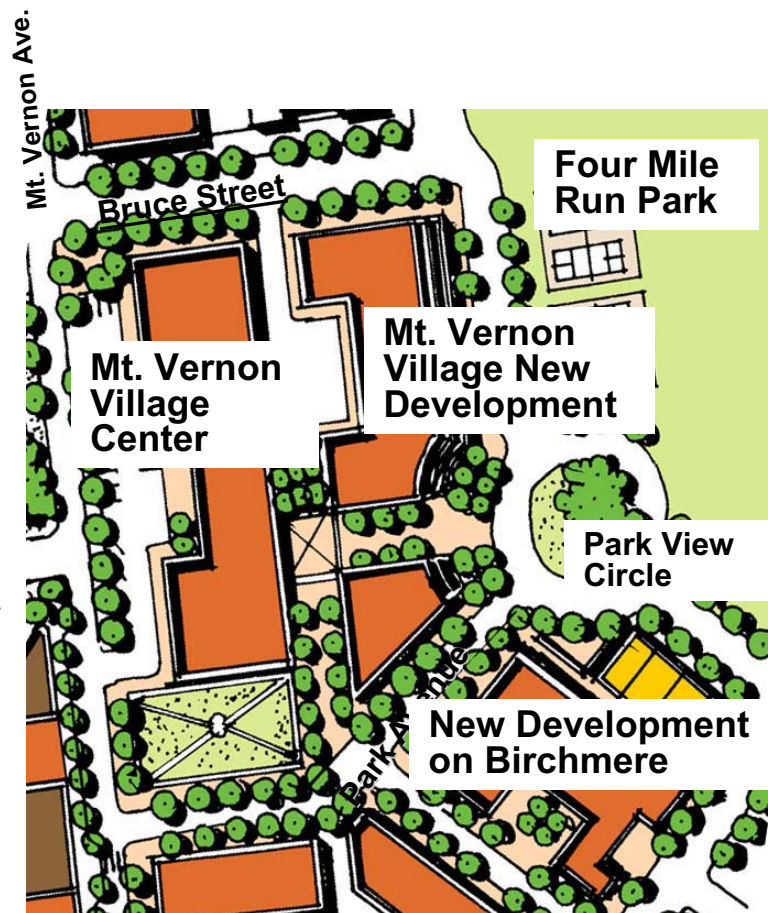
North Central Mt. Vernon Avenue – Interim Plan

The vision for Arlandria recognizes that the neighborhood will evolve and develop over time.

The sketch plan on this page provides one thought on how the central portion of the neighborhood could evolve over time.

The Mt. Vernon Village Center building, which has been recently remodeled, remains in place with its automobile oriented frontage along Mt. Vernon Avenue. Park Avenue is developed along the south side of the site to provide enhanced access to the east side of the site and leads to Park View Circle, the Park and northward connecting to Bruce Street. A new park or plaza is located on the corner of northeast corner of Mt. Vernon Avenue and Park Avenue to remove the blight of on street parking lots and to create a community activity place and announce the entrance to Four Mile Run Park.

In the early phases, parking for the Mt. Vernon Village Center may be on grade to the east of the existing building. However, in later phases the parking may be incorporated into the development of a residential or residential/office structure on the east side of the site overlooking the Park, or as suggested in the long-term vision, parking could be accommodated in a new structure when the Mt. Vernon Village Center is redeveloped.



**Interim Plan -
North Central Mt. Vernon Avenue**



The Illustrative Plan

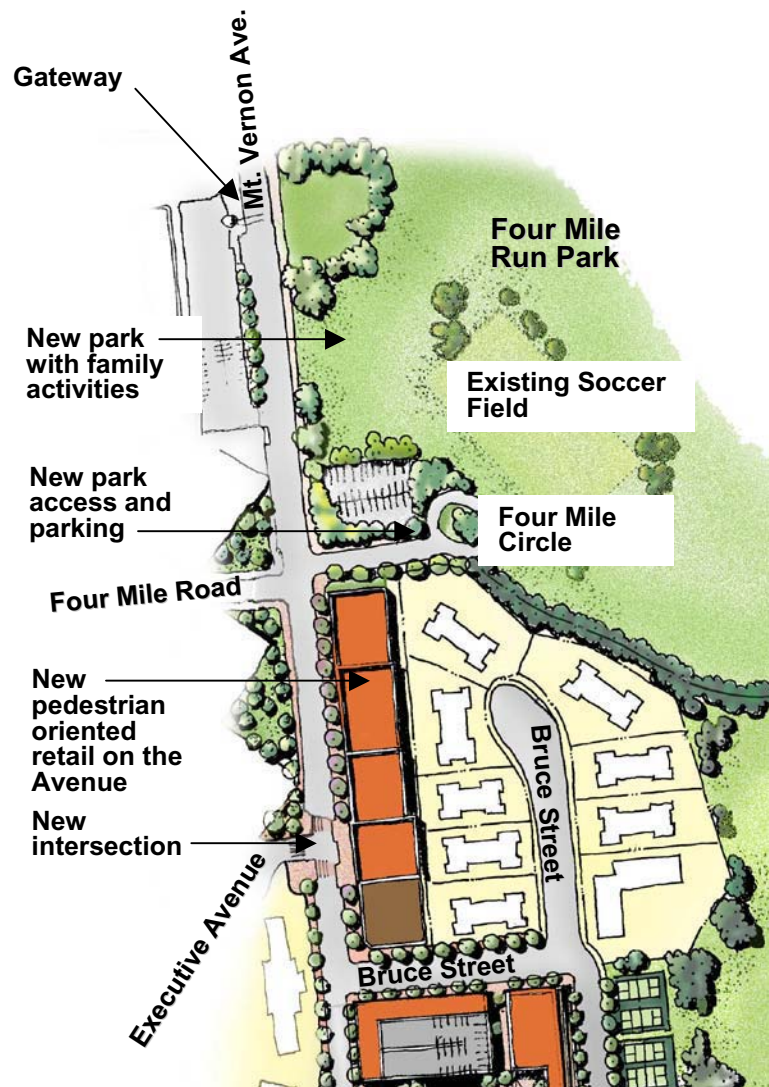
Northern Mt. Vernon Avenue

A new gateway at the southern end of the bridge crossing Four Mile Run announces the Arlandria neighborhood.

This northern portion of the neighborhood offers the opportunity to significantly open the park to the community and increase the presence of the park in the neighborhood. Should the four parcels on the east side of Mt. Vernon Avenue north of the intersection with Four Mile Road not redevelop with new pedestrian-oriented retail within the next 15 years, the Illustrative Plan envisions the purchase of these parcels to create a new auto entrance to the park and new, expanded parking.

In this scenario, the park extends westward to abut Mt. Vernon Avenue, thus opening the “Park to the Avenue” and the “Avenue to the Park.” This greater visibility will stimulate more use of the park and in turn create a much safer environment. New family-oriented recreation activities would be incorporated into the new area of the park within easy reach of the new retail and the existing residential communities.

The east side of Mt. Vernon Avenue north of the Mt. Vernon Village Center provides the opportunity to convert the existing automobile oriented retail into pedestrian retail that is supported by the new parking and the enhanced pedestrian environment.



A redesigned intersection with Executive Avenue incorporates new, safe pedestrian crosswalks.

**The Illustrative Plan -
Northern Mt. Vernon Avenue**



Design and Planning Principles

Southern Mt. Vernon Avenue

The following are Design and Planning Principles to guide the development along Mt. Vernon Avenue between W. Glebe Road and the Four Mile Run Bridge

Consolidate the Safeway/Datatel parcels to facilitate the development of a new mixed-use development to anchor the southern end of the Arlandria neighborhood

- Five levels (as measured from Mt. Vernon Avenue) total w/ retail at the ground level (three story facades on W. Glebe Road and Mt. Vernon Avenue) with articulated third level.
- Public sponsored parking garage to provide incentive for major retail development and Crossing Road to provide access to public garage and private parking from both W. Glebe Road and Mt. Vernon Avenue.
- Reroute roadways within St. Rita's to provide enhanced day care outdoor area and access to the public garage.
- Set back new development from St. Rita's and provide open space and landscape buffer.

Encourage the Birchmere to develop its Mt. Vernon Avenue frontage. Public parking provides replacement parking for Birchmere and new uses.

Provide a Plaza along W. Glebe Road to announce pedestrian route to Mt. Vernon Avenue.

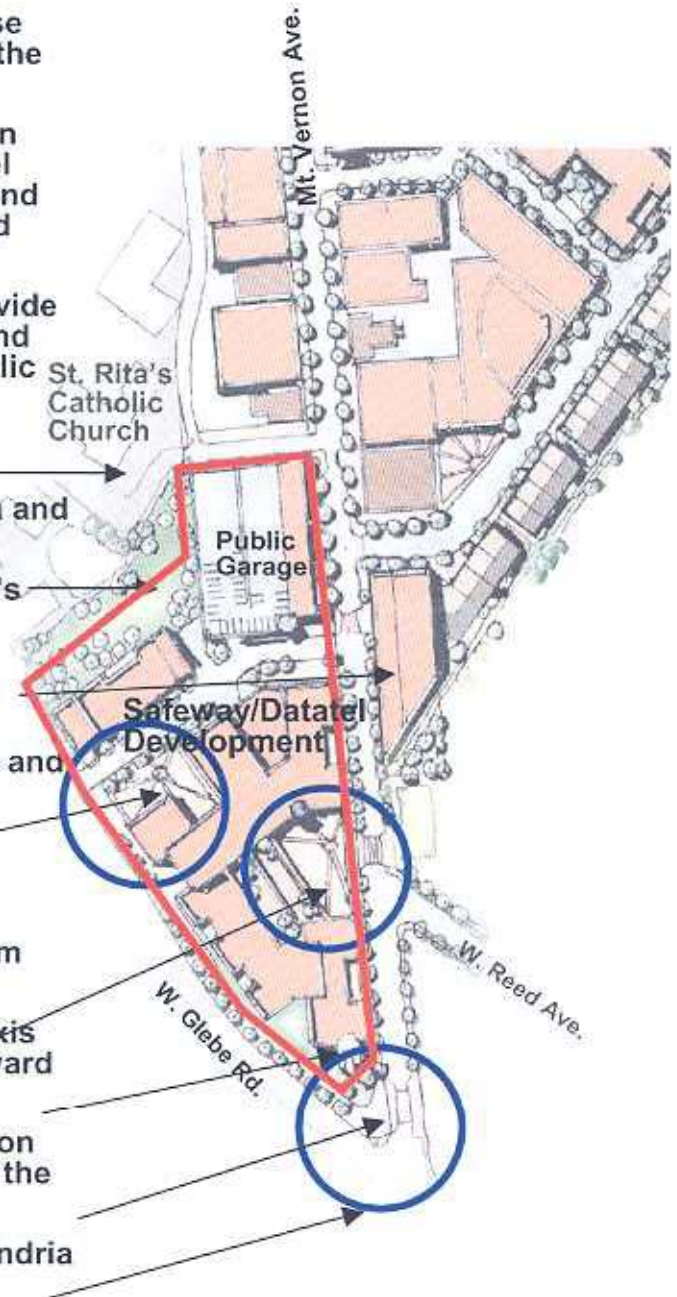
Enhance the pedestrian pathway system from the neighborhoods to the south and west

Provide a Plaza on Mt. Vernon Avenue on axis with W. Reed Avenue to terminate the westward view.

Consider a prominent architectural element on the Safeway/Datatel development to identify the beginning of the neighborhood.

Provide a visual gateway to identify the Arlandria neighborhood from the south

Improve the intersection of W. Glebe Road and Mt. Vernon Avenue to provide safe pedestrian crossing



Design and Planning Principles

South Central Mt. Vernon Avenue

Encourage the Birchmere properties to redevelop to create a greater presence of this important community asset on the Avenue.

- Create a new roadway (Park View Lane) to provide access to the east end of the site, eventually linking the roadway along the park up to Bruce Street. These roads will open the park to public use while providing valuable street frontage for new retail uses.
- Develop three story townhomes along the southeast and the northeast sides of Park View Lane to provide a transition to the Hume Springs neighborhood and the park.
- Develop the site with mixed-uses. Retail on the ground floor with either residential or office commercial on the upper floors. The development of a small inn or conference center should be considered along with offices that serve associations.
- The buildings along the street frontage should be no higher than three levels with the total building height limited to five levels where the fourth and fifth levels are appropriate set back to limit visibility from the street and sidewalks and to limit shadows on the street and the Park.
- Encourage the development of roadways perpendicular to Park View Lane to create typical urban sized blocks. Align the roadways with pedestrian ways or streets within the redeveloped Mt. Vernon Village Center.
- Encourage the relocation of the food services and entertainment venues closer to or on Mt. Vernon Avenue and redevelop the balance of the property to take advantage of the proximity to the Park.
- Redevelop the existing on grade parking lots adjacent to Mt. Vernon Avenue with new retail/office uses. Parking for the uses provided at the new public garage on the Safeway/ Datatel site.



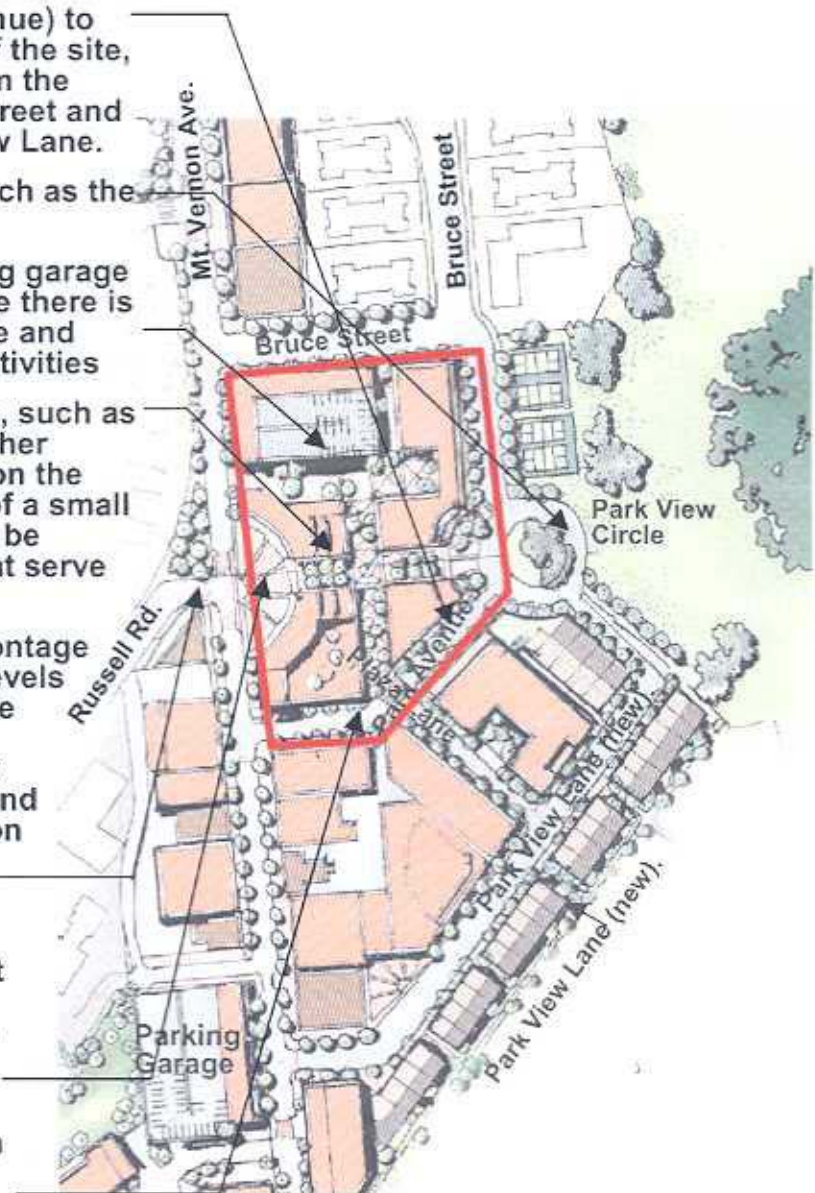
South Central Mt. Vernon Avenue

Design and Planning Principles

North Central Mt. Vernon Avenue

Encourage the Mt. Vernon Village Center properties to redevelop to create a mixed-use anchor development.

- Create a new roadway (Park Avenue) to provide access to the east end of the site, which will (with participation from the City) link to the north to Bruce Street and to the south to the New Park View Lane.
- Create a park visibility feature such as the Park View Circle roundabout
- Consider the creation of a parking garage on the north end of the site where there is ease of access for the automobile and pedestrian access to the retail activities
- Develop the site with mixed-uses, such as retail on the ground floor with either residential or office commercial on the upper floors. The development of a small inn or conference center should be considered along with offices that serve associations.
- The buildings along the street frontage should be no higher than three levels with the total height limited to five levels where the fourth and fifth levels are appropriately set back to limit visibility from the street and sidewalks and to limit shadows on the street and the park.
- Reconstruct the intersection of Russell Road with Mt. Vernon Avenue to eliminate the free right hand turn and to enhance the pedestrian crossing. Landscape the resulting open space.
- Locate a pedestrian plaza at the intersection of Russell Road with Mt. Vernon Avenue.
- Encourage the development of a series of roadways or pedestrian walkways to create typical urban sized blocks that will accommodate the residential and commercial uses. Align the roadways with pedestrian ways or streets within the redeveloped Birchmere property.



North Central Mt. Vernon Avenue

Design and Planning Principles

Northern Mt. Vernon Avenue

Create a new gateway from the north at the south end of the bridge.

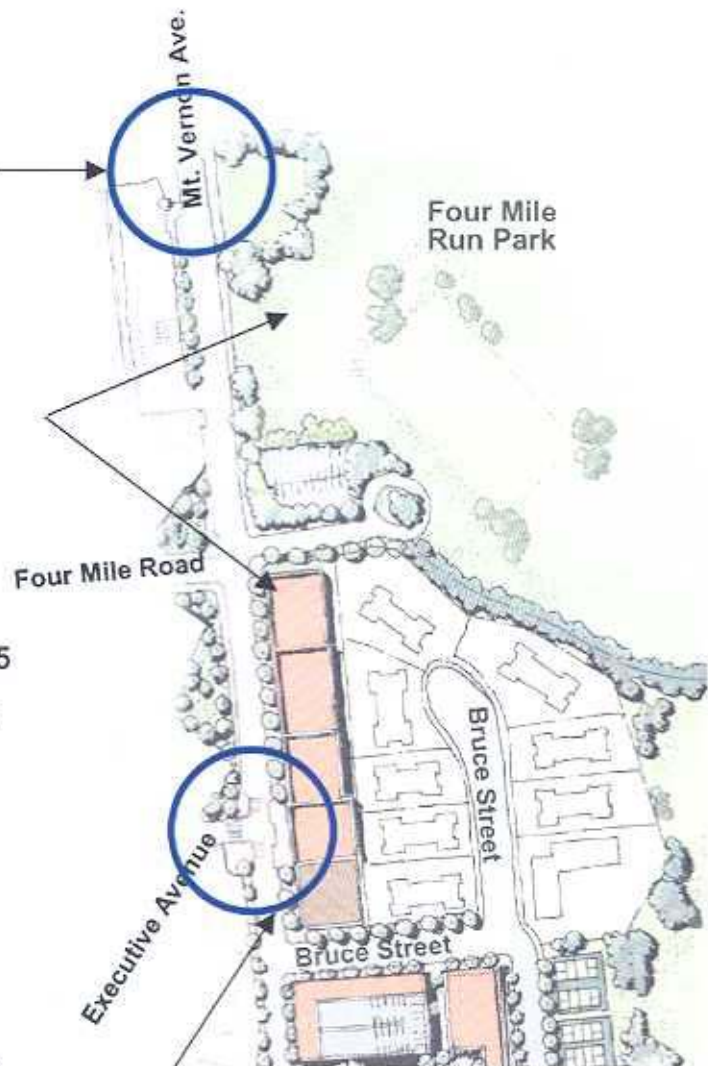
Encourage the redevelopment of the automobile oriented retail to pedestrian oriented retail.

However, if the four parcels (under one ownership) north to the existing pedestrian access opposite Four Mile Road do not redevelop within the next 15 years as market conditions improve, consider acquisition of the land in order to enhance visibility and access to the park. Should acquisition of this new park land occur:

- Create new family-oriented activities in the new Park area
- Create a new parking area

Create a new public access cul-de-sac road opposite Four Mile Road to provide new access to the park

Reconstruct the intersection of Executive Avenue with Mt. Vernon Avenue to provide a safer pedestrian and auto environment.



Northern Mt. Vernon Avenue

A Vision for the Arlandria Neighborhood

Design and Planning Principles

Illustrative Examples



*Three story façade on street.
Taller elements set back from street facade*



*Three story façade on street.
Two stories of residential over retail*



*Three story façade on street.
Taller elements set back from street facade*



*Landscaped mini park looking to the
east to three story street facade*



*Plaza at Safeway/Datatel at end of
W. Reed Avenue*



*Three story façade on street.
Two stories of office over retail*

A Vision for the Arlandria Neighborhood

Significant Architectural and Urban Characteristics

Prior to the 1930s, much of Mt. Vernon Avenue in Arlandria was small residential homes except for some retail buildings clustered at the corner of W. Glebe. Extensive development began in the late 1930s and early 1940s adding an Art Deco style theater, the Colonial Revival style Presidential Greens apartment complex, and Potomac Village (Chirilagua).

Presidential Greens was built in two phases, the first phase composed of seven buildings along Russell Road, and the second included the remaining fourteen buildings. The complex today remains much the same architecturally as when it was built, and is the most significantly unique building grouping in the Arlandria area.



Presidential Greens



Presidential Greens



Presidential Greens

A Vision for the Arlandria Neighborhood

Significant Architectural and Urban Characteristics

Chirilagua was originally built in 1939 and consisted of an eight-building complex with some Art Deco detailing which remains intact today. The buildings have been somewhat altered over the years, and two new buildings were added over the past thirty years. Both Presidential Greens and Chirilagua have well planned landscape areas with pedestrian parkway style paths, making them unique garden-style apartments.



Art Deco building

Several more Art Deco structures were built along Mt. Vernon Avenue in front of Chirilagua. Two of these remain today as the Lilian's building and the Arlandria Shopping Center. The significance of the Lilian's building has been greatly diminished by the demolition of the Beverly Plaza next door which is now used as a parking lot for Lilian's. Together these structures made up a substantial Art Deco presence and history concentrated around the intersection of Bruce Street and Mt. Vernon Avenue.



Arlandria Shopping Center



Lilian's curved Art Deco entry

A Vision for the Arlandria Neighborhood

Significant Architectural and Urban Characteristics



Although these buildings together do not constitute a historic district eligible for the National Register of Historic Places, it is felt that what remains should be preserved and enhanced with any new development along this portion of Mt. Vernon Avenue.

The recommendations for redevelopment are as follows:

- Existing structures should be preserved whenever possible
- New development should respect the style and scale of the preserved buildings
- Authentic Art Deco styling and design elements should be incorporated into new buildings in this area
- New buildings should not over-power the preserved buildings, and should step down to them



Summary of General Neighborhood Principles

- Maintain the strong mixed-use pattern on Mt. Vernon Avenue with a combination of residential and commercial uses.
- Enhance the gateways to Arlandria at Mt. Vernon Avenue and Four Mile Run and Mt. Vernon Avenue and W. Glebe Road with landscaping, signage, and other features.
- Enhance the pedestrian environment with an improved streetscape with wider landscaped sidewalks, street furniture, and street graphics that provide for gateways to identify the neighborhood.
- Improve the pedestrian experience through a more controlled automobile presence with new lane patterns, revisions to major intersections, and new pedestrian crossings.
- Enhance access to commercial uses through new on-street parking and proposed new parking structures.
- Optimize the future development of the three major sites identified as underutilized and “opportunity sites:” Safeway/Datatel; Birchmere property; Mt. Vernon Village Center.
- Open Four Mile Run Park to the neighborhood and increase the visibility and access in order stimulate more use of the park.
- Complement the Art Deco/Art Modern style of existing buildings by incorporating design elements from this style into the architecture of new buildings.
- As new construction takes place, encourage new on-site affordable units.

Infill Development Principles

- Encourage the redevelopment of automobile-oriented retail to pedestrian-oriented retail
- Orient buildings to the street with buildings located adjacent to the sidewalk
- Provide parking in the rear with access from rear alleys where possible
- Provide storefront facades with no blank walls visible from the public realm
- The mass, scale, and rhythm of new buildings should be compatible with the existing urban commercial corridor, characterized by the repetition of smaller storefronts, pedestrian scale, and Art Deco features
- Where buildings of increased height are proposed, efforts should be made to transition to the existing building by stepping down and/or by breaking up the mass of the building
- Buildings along the street frontage should be no higher than three stories with the total building height limited to five stories where the fourth and fifth stories are appropriately set back
- Development proposals should conform with the standards and principles of the plan and with the adopted Mt. Vernon Avenue Design Guidelines

A Vision for the Arlandria Neighborhood

Summary

The Plan presents the community's long-range vision of the future of the Arlandria neighborhood, as well as design concepts and planning principles to help guide future development activities. The major goals focus on:

- Creating an “Arlandria” identity for the neighborhood;
- Visually opening the Park to the Avenue and enhancing access to the Park;
- Focusing major redevelopment efforts to the underutilized opportunity sites;
- Maintaining and enhancing the pedestrian environment;
- Increasing the amount of pedestrian-oriented retail development;
- Ensuring the provision of adequate parking facilities; and
- Improving the quality of the business and retail environment.

The illustrative plans provide just one approach for directing new development in accordance with the vision. There are other approaches that may be undertaken. The key objective is for redevelopment and new infill development to incorporate the design concepts and planning principles in new construction to ensure that the long-term vision for the neighborhood is achieved.

The long-term vision sets the direction for what the community would like to see in their neighborhood. It represents one aspect of a comprehensive approach towards improving the physical environment in the Arlandria neighborhood and ensuring the success of the business environment. In order to ensure the long-term vision is achieved, improvements must be made to address community challenges and concerns.

The Action Plan identifies those actions that need to be undertaken in the short, mid and long-term to address community challenges and to move in the direction of stabilizing, strengthening and revitalizing the neighborhood. The short and mid-term actions identified in the Action Plan are essential towards strengthening the neighborhood and setting the stage with the opportunity for new development as market conditions in the neighborhood improve.